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ISLE OF PINES

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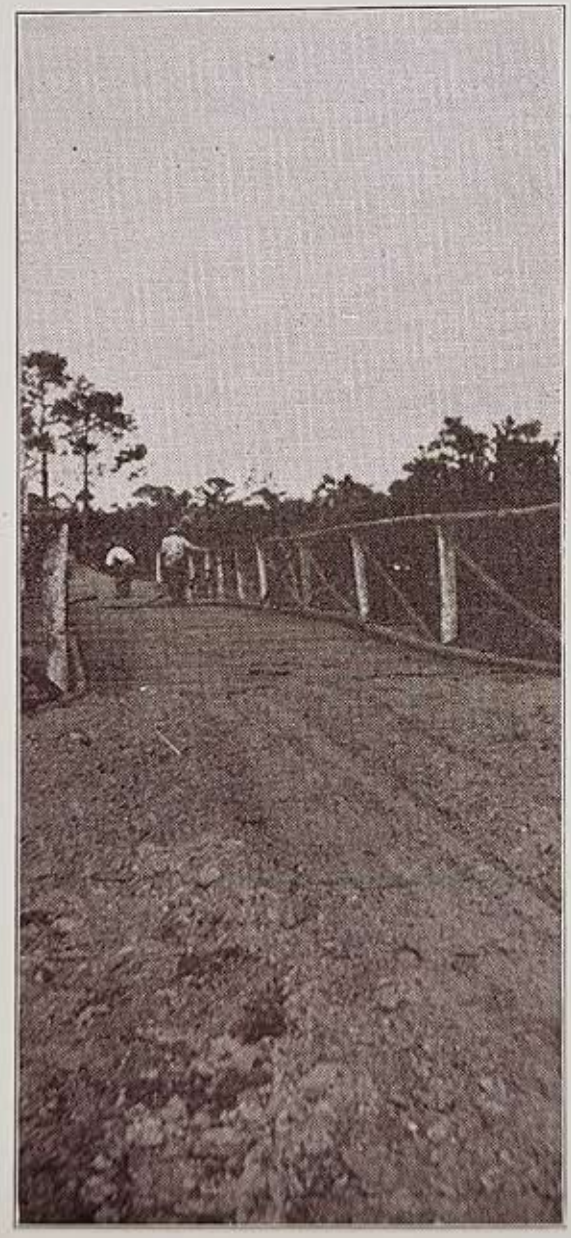
FOREWORD.

THIS booklet is presented to the public for the purpose of setting forth leading facts in regard to the history, resources, climate and soil of the Isle of Pines and of acquainting people in a general way, with the splendid opportunities which it offers for the profitable employment of capital, labor and industry. That we have unbounded faith in the future of the island and are interested, heart and soul, in its progress and development will be evidenced in the following pages, and yet we have carefully restrained our enthusiasm, understating rather than overstating the facts. There is much more to be said of the island as a whole and of our own proposition in particular, and we will gladly give the fullest information possible concerning these matters upon inquiry at our offices.

HAMMOND, HAMMOND & BAKER
701-3 Hayden Bldg.
Columbus, Ohio

Moonlight on the Caribbean Sea



Bridge Building on San Pedro

THE Isle of Pines is the most talked of, the most written of, the most thought about, the most highly praised and the least criticised bit of country now attracting the attention of American home and investment seekers. Ten years ago it was practically unknown to the people of the United States. Today they have millions of dollars invested there and are building up homes and fortunes with such ease and rapidity as has hardly been possible anywhere else where American pioneers have sought to better their conditions.

The Reason of It

The reason of this is that when the Cuban war released from Spanish domination the islands of the West Indies, whose growth and development had been made impossible by the greed, rapacity and oppression of the mother country, business men and financiers looking for new fields in which to profitably employ their capital and energies, and land-loving Americans ever on the alert to discover new mines of wealth in productive soils, looked to these islands as a region

Cocoanut Grove Near San Pedro Hotel

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of rare promise and unequalled opportunities. The location of the islands—they are much nearer the capital of the United States and our great markets than the western half of our own country—the well known fact that lands, equal in fertility and productiveness to the best in the world, awaited the coming of intelligent tillers of the soil, the prediction of Governor General Wood that in twenty years there would be fifteen millions of people in a territory then occupied by but two millions, the information gathered from all sources, official and otherwise, combined to arouse the deep interest of a vast number of such Americans as have built up great commonwealths and cities elsewhere. For years many of them have looked longingly toward this fertile territory, hoping that the time would soon come when it would be open to settlement, development and improvement after the American fashion.

The War with Spain

As soon as the smoke of battle cleared away and they had the assurance that the government of the United States had so firm a hold upon the territory and such complete control of its affairs that there was no risk in making investments there, the invasion of American capital, brains and energy began. Cuba and Porto Rico have attracted the large aggregations of capital, the big corporations, the men of large wealth, the builders of railway and telegraph lines, those wanting great cane

The Country is Rolling and Beautiful

Bananas Grow Luxuriantly

and tobacco plantations, and the operators of cigar and tobacco factories. These enterprises cared little about their environments; they were big enough to take care of themselves, and the fact that the people all about them were speaking a different language from their own and doing everything in a different way was of little consequence to them.

The army of small investors, however, the men who wanted to build up homes and churches and schools, to create a social atmosphere in which they would feel at home, felt differently about it. The average American cannot be happy in a community which is not dominated and controlled by people of his own kind. He wants to do things in his own way; count his money in American dollars and measure his goods with an American yardstick. He wants to think and trade in tons, bushels, gallons and pounds; and he wants his land meted out to him in good American sections, quarter-sections and subdivisions thereof.

In Cuba and Porto Rico he could not hope for these privileges. If he settled there all his neighbors, for years to come, would be people with whom he could not converse in his own language, who differed from him in thought, action and mode of living. This was why he turned away from Cuba and Porto Rico, and instinctively, naturally, inevitably sought

The Isle of Pines.

Here he found a territory the size of the State of Rhode Island, with a perfect climate, and soils as well adapted to the most profitable kinds of cultivation as the best in the United States. It was of this region that Ballou, the historian, had written: "Nowhere on the face of the globe

would intelligent labor meet with a richer reward. Nowhere on the face of the globe would repose from labor be so sweet." And of which another historian had said: "Taken altogether, the Isle of Pines comes as near fulfilling all the requirements of an earthly paradise as any other locality in the world. What else could be expected of a country whose climate is almost like that of a continuous spring day and whose soil is so rich that it spontaneously produces every fruit, cereal and food product that can contribute to the necessity or pleasure of mankind?" And yet, when the first Americans went there, some six or eight years ago, they found this gem of a country so sparsely settled that it may almost be said to have been unoccupied. Why? For the reason only that it had been under Spanish domination. Under no other government would such conditions have existed. Columbus discovered it and gave it to the Spanish Crown along with the other islands of the West Indies. On the larger islands of Cuba and Porto Rico, colonies were planted and the pirates and freebooters who followed in the wake of colonization and commerce, pre-empted the Isle of Pines. In 1738 it came to Don Nicolas Duarte as a "Kingly Gift" from the Spanish Sovereign who then had principalities to give away.

For the first hundred years or so after its discovery it was a land of romance and legend, of treasure hiding and treasure hunting, the scene of adventures like those described in Robert Louis Stevenson's "Treasure Island." Later it became closely identified with the slave traffic in the United States, negroes brought from the gold coast being corraled there and fitted for the New Orleans market. Still later Cuban political offenders were imprisoned there and worked, in chains, in the marble

There are Small Plantations All Over the Isle

Five-year-old Grape-fruit Grove

quarries and at making bricks and red roofing tiles. Aside from these convict labor industries, the raising of cattle and hogs constituted the only industry of the island. Its ownership passed to the decendants of Don Nicolas Duarte and it was divided into less than a dozen large estates. The owners of these estates subdivided them, for convenience and in name only, into what they called "plantations," but there was in fact no planting, no cultivation, no development. The entire island was a stock range on which owners spent but little time and which was peopled entirely, with the exception of the old towns of Nueva Gerona and Santa Fe, by their dependents who were given no opportunity to acquire land, who owned nothing which they could cultivate and improve, and who had no incentive to effort. In this condition the Americans found it.

A Golden Opportunity

Here were lands under the most favorable climatic conditions and well adapted to the raising of fruits and vegetables. There was to be no battling with fierce savages to obtain possession of these lands. No perils were to be encountered because of wild animals, venomous reptiles or poisonous insects. There was no such thing on the island. The discomforts of pioneering were reduced to the minimum, in a region free

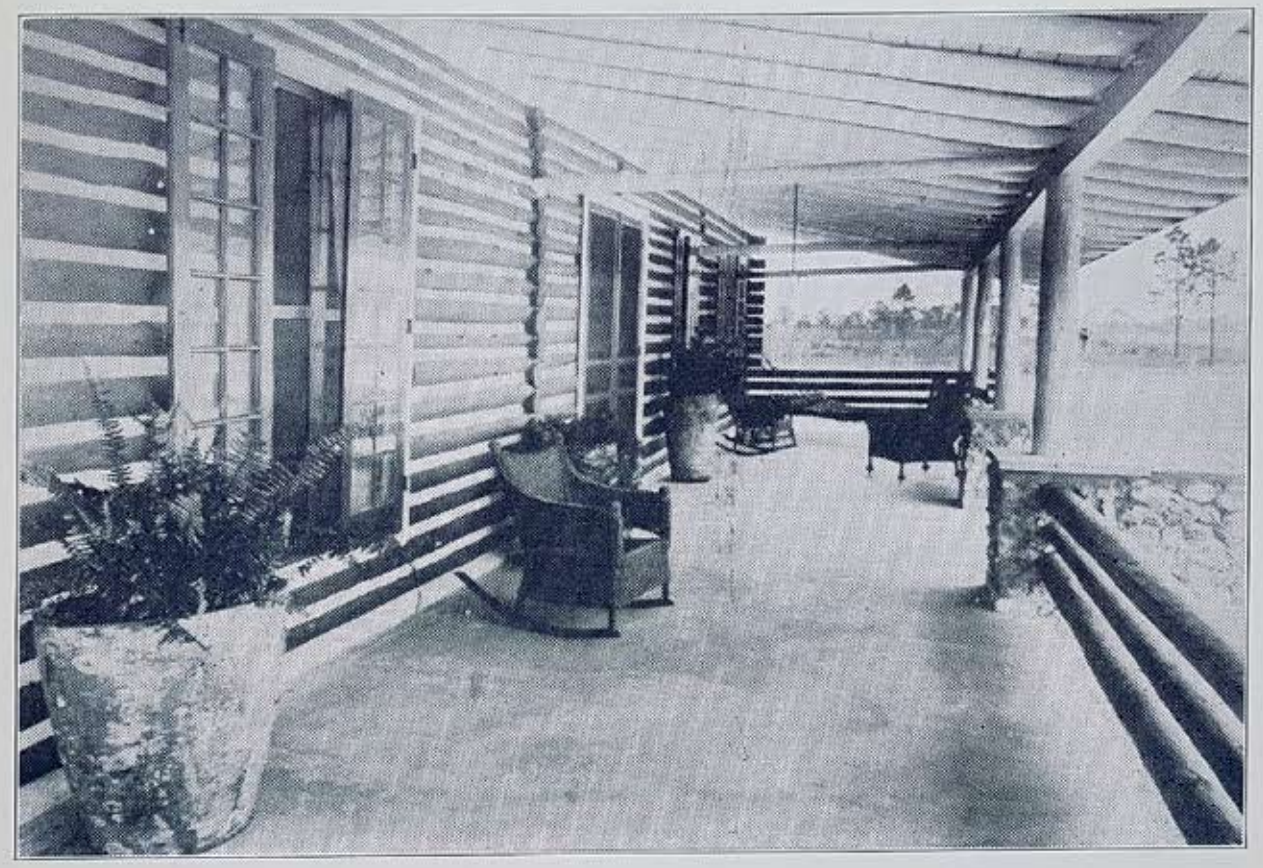
from extreme heat, free from frosts, free from all disease breeding conditions, the most healthful spot in the Western Hemisphere. The lands were unincumbered by a native population sufficient to make any impression on the new comers or to influence, in any way, their habits, social customs or methods of doing business. Only a handful, taken altogether, it was evident that they would be quickly absorbed in the American settlements and become part and parcel of a new civilization.

Compared with the difficulties Americans have usually had to overcome in settling new countries, the perils and dangers they have had to encounter and privations they have had to endure, home and fortune making here seemed easy and life full of the brightest promise. Is it any wonder that the first Americans who visited the Island grew enthusiastic over the outlook? Is it any wonder that when they found the owners of the large estates, whose fortunes had been impaired by the war, ready to sell, the ownership of the island changed hands, almost in a day? The opportunity was golden; and men who have been leaders in promoting the growth and development of a dozen states of the Union grasped it without hesitation or delay.

Quick Settlement Made Easy

This opened the way for quick and easy settlement of the entire island. The men of means, the capitalists and the land companies had to come first. This was necessary because the Spanish owners refused to subdivide their holdings or sell small tracts. They would sell all or nothing. Titles had to be carefully examined and passed upon by com-

Bungalow of Fred M. Hammond at San Pedro



Front Veranda of Mr. Hammond's Home

petent authorities. Surveys had to be made by American engineers, roads had to be laid out and improved, and the large tracts had to be subdivided into parcels commensurate with the means of the prospective purchasers and suitable for the fruit and garden farming to which the island is so admirably adapted.

The process of subdivision, which began about eight years ago, has been going on since and is now practically complete. With much care the large land owners have perfected their titles so that they cannot be questioned. The surveys have been made with equal care, and purchasers need have no more fear as to titles or boundaries than they would have in any of the states of the Middle West. The forty acre tract may be said to be the unit of land subdivision in the Isle of Pines. It is as much in demand there as the "quarter section" in our western states, and the surveys have been made with this in mind. The subdivision of the parcels into twenty and ten-acre tracts is easy and as settlers multiply these divisions follow.

Americanization of the Island

The actual settlement of the island began with the first subdivisions of the land. Hardly had the surveyors completed their work than the buyers arrived and they have kept coming until they have made the

The Scenery is Beautiful, Especially Along the Streams

Isle of Pines, as a writer recently stated in a magazine article, "as thoroughly American a community as ever Americans established and maintained at any point on the frontier of that expansion which has, in turn, incorporated into the American nation lands of the Louisiana and Gadsden Purchases, the Pacific West and Southwest."

They have established themselves in the two towns they found on the island and there they have American hotels, American weekly newspapers, American schools and churches, and stores at which are sold all kinds of American goods. American stores and shops, the nuclei of future towns --- cities perhaps --- are scattered all over the island. The banking business of the island is done by an American bank; and the shipping business by two American lines of steamships. The money in circulation is the coin and currency of the United States, and the language spoken everywhere is the English language. Only at Nueva Gerona and Santa Fe, with their plastered and porticoed buildings and red tiled roofs, is the former life of the island at all in evidence. These are quaint old Spanish towns, historically interesting, linking the past with the present, the era of romance with the era of commerce.

The American Settlers There

The settlers in the Isle of Pines are people of superior intelligence, enterprise and activity, gathered from all parts of the United States.

There is no such thing as an idle, vicious or turbulent element on the island. There are no "bad men" of the "wild west" type, no camp followers such as usually infest our western frontier settlements and make social conditions and environments objectionable to cultured and refined people. There is as much of sunshine in the every-day life of these pioneers as there is in the climate; as little variableness as there is in the temperature. Nowhere else has there been such a delightful combination of business and pleasure. There is plenty of work to be done, but on every hand there is the opportunity for diversion and recreation. The sea shore with its thousand attractions is easily accessible from every part of the island. The rivers delight the lovers of fishing and boating, and riding and driving add to the joy of living, every day in the year. The people live in the open all the year round, healthy and happy, prosperous and contented. They have clubs and societies, books and magazines, and miss little of what they enjoyed in the older communities in which they formerly lived. In the more settled portions of the island neighbors are almost as close to each other as in cities, owing to the small size of the farms, and it will not be many years until this condition will exist in all parts of the island. There is nothing more nearly ideal than this sort of life.

On Horseback in the Mountains

The Government

Nominally a part of the Province of Havana, the government of the island is reduced to the simplest and least expensive form. The whole island is one municipal district, with both executive and judicial powers vested in the alcalde or mayor, who receives a salary of twelve hundred dollars a year, nearly all of which he habitually contributes to the improvement of public highways. These highways are the pride of the Island. Better roads cannot be found anywhere in the United States. They are quite the equal of the famous shell roads of Florida. Besides the mayor, the customs

Twenty-acre Grove of Hammond, Hammond & Baker at Age of One Year

ONE of the most striking advantages in connection with our proposition in the Isle of Pines is the complete and satisfactory arrangement which has been perfected for the planting and care of citrus fruit groves.

¶ To the man in the north who has a desire to share in the large profits which are certain to result from a well cared for grove, and yet whose business interests make it impossible for him to devote much time to the details of producing it, such an arrangement is of the utmost importance.

¶ The men who are engaged in the business at San Pedro are thoroughly competent and responsible, and having equipped themselves to give the most efficient service, are able to bring a citrus fruit grove to the age of bearing at considerable less expense than the owner could possibly do if he considers his time at all valuable. These men are co-operating with us in the endeavor to make San Pedro the finest American Colony in the South, and are leaders in a movement to form an organization for the handling and selling of citrus fruit which shall be one of the strongest in existence. To this end they are not only interested in the success of the groves under their own supervision, but have the welfare of every grove owner at San Pedro close at heart.

¶ We take pleasure in being associated with such men in the development of a new country and heartily endorse their efforts in working out the details of a plan so comprehensive and essential.

Hammond, Hammond & Baker

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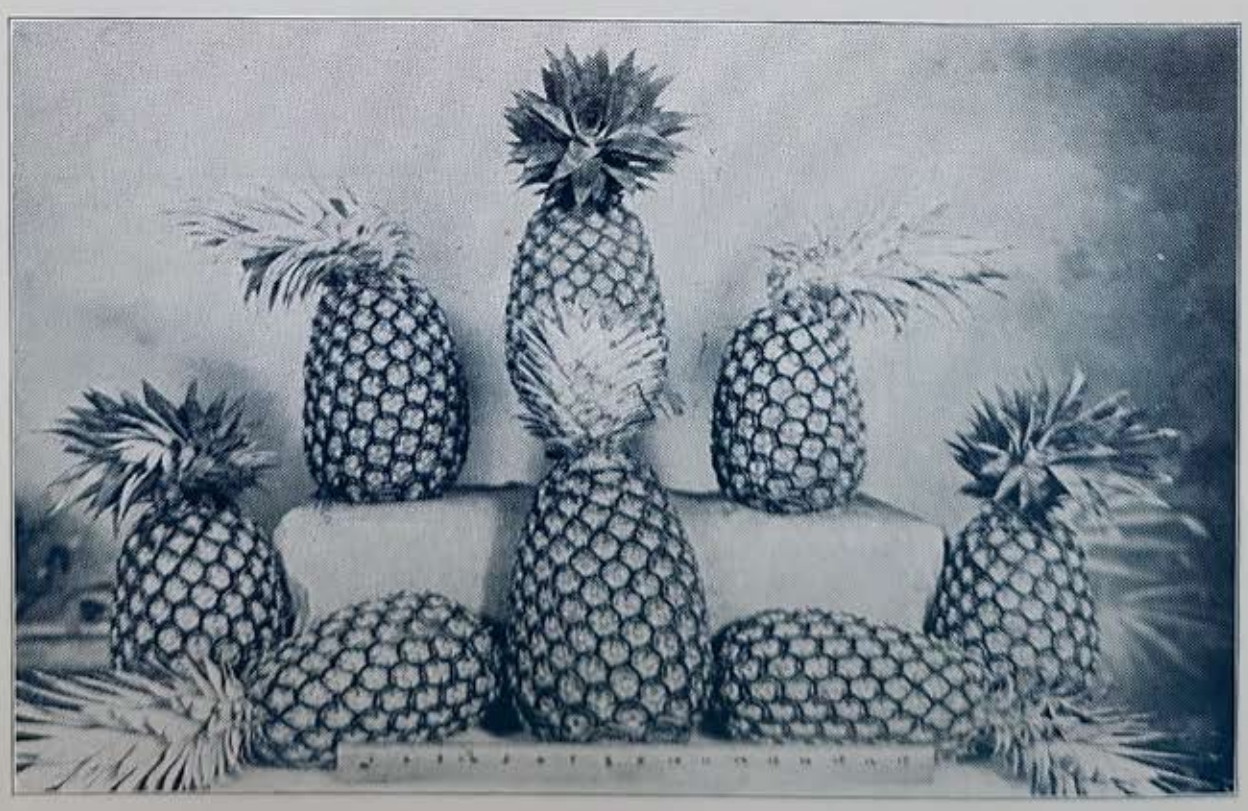
Grove of Robert McAllister, Near San Pedro. Considered by Experts to be the Finest Grove on the Island for its Age

officers, postmasters, notaries public and rural guards are about the only officials with whom the settlers come in contact. The rural guards, very few in number, are the police officers or constabulary of the island—a well behaved lot, most of whom could give the average American police officer "pointers" on strict attention to his own business and courteous treatment of the general public. The relations between the native officials and the American settlers is of the most cordial and friendly character and every effort is made by the officials to facilitate American business enterprises and safeguard American interests. Every possible favor is granted and discrimination is in favor of rather than against the new settlers. The few natives of means have welcomed the American invasion because it is adding to their wealth through the development of the island's resources; and the poorer classes feel that they owe the Americans a debt of gratitude for giving them an opportunity to own and cultivate land and make homes for themselves, and for furnishing them abundant employment at living wages. They are enjoying such prosperity and happiness as they never dreamed of a few years ago, and they are correspondingly grateful to those who have so greatly bettered their condition.

Beauty of the Island

The Isle of Pines impresses one first with its wonderful beauty. Certainly no more pleasing combination of verdure-covered hills and



Pine apples Grown on the Isle of Pines are Very Large and Juicy

The Old Homestead at San Pedro, Now Replaced by Hotel Building

valleys, no more charming succession of scenic attractions can be found anywhere under the sun. A few gently sloping ridges, rising here and there to mountain peaks --- the highest having an altitude of sixteen hundred feet --- now and then a bare and precipitous rock, but for the most part, rolling wooded lands, give the larger part of the island a physical aspect which makes one feel that it was specially designed to impress upon mankind the graciousness, kindliness and beneficence of the Creator. The stately palms, the towering pines and the spreading laurel trees delight the eye, and everywhere there is a wealth of tropical verdure and vegetation; and this natural beauty of the country is being enhanced an hundredfold by the orange and grape fruit groves that are springing into existence as if by magic.

Taxation

Land and personal property taxes on the island are hardly more than nominal. The revenues necessary for the maintenance of the inexpensive local government are derived mainly from a moderate tax on incomes, and from licenses to conduct various kinds of business, which are not at all burdensome. The whole system of taxation is fair and equitable and much less onerous than similar exactions in the United States.

Fertility of the Soil

A narrow, salt marsh—the Cienega de Lanier—divides the island into two parts. The smaller and southern portion is heavily timbered, not easily accessible and valuable only because of the mahogany and other rare woods which grow there. The northern portion having an area of about six hundred thousand acres is, in the main, a region of wonderful fertility. Along the rivers and near the coast the soil is a rich, dark loam; the higher lands show a lighter loam and along the ridges

Packing House at Mason's, from Which First Shipment of Grape-fruit was Made to United States

and foothills there is a red, gravelly loam overlaying a yellow clay subsoil. These different varieties of soil will produce, as has been demonstrated by the American settlers, every kind of fruit and vegetable, except such as are indigenous to northern climes. Nearly all the vegetables that grow in northern gardens grow even more luxuriantly here at all seasons of the year, when given proper care and cultivation.

Climatic Conditions

The climatic conditions in the Isle of Pines make the entire year a season of constant growth, of continuous production. Although the

months from April to October are usually spoken of as the "rainy season" and the remaining months of the year as the "dry season," this means only that rains come frequently during the summer months and less frequently during the winter months. The average rainfall of the year is fifty inches and there is never need for irrigation. When considered in its relation to the comfort, healthfulness and happiness of mankind, to the enjoyment of life, the climate of the Isle of Pines is ideal. A carefully compiled report for the year 1907-8 shows the highest temperature to have been 89 degrees and the lowest 62 degrees. The general

On the Road to the Dock With a Load of Fruit

average was 77 degrees, about what we seek to have in our artificially heated homes in the northern states. Tempered by the ocean breezes, the greatest heat of this tropical region never has any debilitating effect and there is never any such thing as sunstroke or heat prostrations.

When considered in its relation to agricultural and horticultural pursuits, the climate of the island is an asset of great value. It means that the farmer here can raise three crops a year where he raises one in the wintry northern states; that he can work every day in the year; that he does not have to eat up in winter what he produces in summer; that he does not have to engage in a gamble with the forces of nature with the odds against him; that he may pursue the even tenor of his way with almost an absolute certainty of getting desired results.

Bathing in January in Siguenea Bay

These climatic conditions mean that the farmer and horticulturist can have more profitable products as the fruit of his labor than in the northern states; that his average cash return from an acre of ground will equal the average cash return from ten acres of ground in the North.

The Markets

The markets are nearby. The growers of citrus fruits—the grape fruit, oranges, lemons and limes, which the island produces so abundantly—are two thousand miles nearer New York, Boston and the great cities of the Atlantic Coast region than are the citrus growers of California; and they are only half as far away from Chicago, St. Louis and the cities of the Middle West. The vegetable growers put their products into the eastern cities, at fancy prices, in midwinter and the bee keepers, poultry raisers, potato raisers and dairy farmers can sell their output, at better than American prices, in Havana, only ninety miles away. The limited area of the island, the homogeneity of its population and the community of interests which exists among the settlers, will hold them close together, cause them to act in concert for the common good, keep their products up to a high standard and give them access to the best markets this country affords.

The Beach is Sandy and Bathing is Excellent

Potato Patch Just Four Weeks After Planting. Picture Was Taken in December

Profits of Fruit and Vegetable Farming

The best evidence of what can be done on the Isle of Pines is what is being done; and one cannot ask for better testimony than that of the honest, American planter who tells you what he has raised and sold, and what he got for it in the market. The cultivation of the grape fruit is becoming one of the leading industries of the island. A special effort has been made by a number of fruit dealers in the large cities to encourage the production of this fruit because of its superior quality, and because the limited area on which it can be grown, causes the supply to fall far short of the demand. While comparatively a small number of the groves on the island have reached the age of bearing, profits ranging from $250 to $400 per acre have been realized and as the trees increase in size and quantity of production much larger profits will be obtained.

The industry of pineapple growing is well under way, and one grower, Captain J. A. Miller, realized $1500 from the sale of pineapples and the shoots sold to other planters, from an acre of ground. His statement is that an average of five hundred dollars an acre can be made yearly from the sale of pineapples and pineapple "shoots."

Tomatoes, peppers, eggplant, okra and other vegetables, sold in the New York market have brought from $200 to $400 per acre. Common potatoes (three crops were raised during the year) sold in the Havana market—which buys something like a million bushels a year from the United States—yielded raisers as high as $400 per acre.

With such results as these assured to the fruit and vegetable farmers of the Isle of Pines, it will be strange indeed if all the lands available for such cultivation do not speedily pass into the possession of tillers of the soil. This is to be the solid, substantial basis of the island's prosperity, although,

As a Health and Winter Resort

it will doubtless attract great numbers of people. Plans have been made for several large hotels, to be built in beautiful and picturesque localities, and these will turn in this direction many of the tourists who have poured floods of money into California and Florida. The pure, soft waters to be found everywhere on the island are potent health restorers and the waters of the mineral springs at Santa Fe and elsewhere are said to have curative properties equal to those of the waters of the famous European Spas. Protected from the gales that sweep over the Gulf of Mexico from time to time, by the high lands of Western Cuba that reach around it like a half bent arm, the oldest inhabitant has never seen the island visited by destructive winds, and nowhere can be found any evidence of its ever having suffered from storm or flood.

Automobiling Over the Fine Government Roads

How the Island is Reached

The Isle of Pines is reached by steamship from New York to Havana and thence by rail and steamer to the island, by rail to New Orleans, Tampa or Knight's Key, Florida, and from there by way of Havana by water and rail. It is approximately thirteen hundred miles of delightful travel from Columbus, the combination of a railway trip with an ocean voyage, restful, healthful and altogether charming.

Recently Completed Stretch of Road in San Pedro, Showing Substantial Character of Bridges

Lands Are Cheap on the Isle of Pines

Considering its remarkable fertility of soil and advantages of climate, its freedom from all dangers of frost and the much lighter expense of planting and cultivation, the cost of lands on the Isle of Pines is very small compared with the cost of lands in California and Florida, where the same kind of fruits are grown and where fortunes have been made in horticultural pursuits. A leading citrus fruit grower in Florida recently wrote to a land owner on the Isle of Pines that "if Florida had the soil and climate of the Isle of Pines the land would be worth $1000 per acre." This is doubtless true, and before many years the same high prices are likely to prevail on the island, although a thousand dollars buys a good sized tract of land there now.

Our Proposition

In the fall of 1908 the members of our firm, together with several prominent business men of Columbus, Ohio, made a trip to the Isle of Pines and after having thoroughly investigated conditions there purchased a fine tract of land containing 5000 acres in the southwestern part of the

Island not far from Siguenea Bay. It was our purpose to build homes there for ourselves, to engage individually in the fruit and vegetable raising industries and to induce a sufficient number of Central Ohio people to join us in the movement to make our colony the finest and most prosperous in the West Indies. The plan was a success from its inception and almost before we realized it all the land was sold and new homes and citrus fruit groves were springing into existence as if by magic. At this juncture negotiations were opened which ultimately resulted in our securing control of the Whitney Tract, including that part owned by the Andorra Realty Co. This property joined the Ohio Tract on the west and therefore gave us the opportunity of enlarging our proposition without the necessity of changing the plan of development which had been so successful theretofore. One of the important advantages of this new tract is its proximity to Siguenea Bay, a land locked body of deep water destined to become the principal harbor of the Island. The land is generally rolling and easily cultivated and is drained by small brooks and streams as completely as it could be by a system of sewers.

Men prominent in public life, judges, lawyers, doctors, college professors, farmers and business men are now interested in this colony and are working together to build up an ideal community in which they may live all or part of the time and in which they feel sure they have made safe investments.

The people who have bought these lands, who are settling there and who are already building homes and planting groves and gardens, are just the kind of people one would like to mingle with if he could have his pick and choice of a community to live in. The lands are being rapidly sold and settled and those who would become part of this colony of "home people", transplanted to the sunny Southland, must arrange to do so at an early date.

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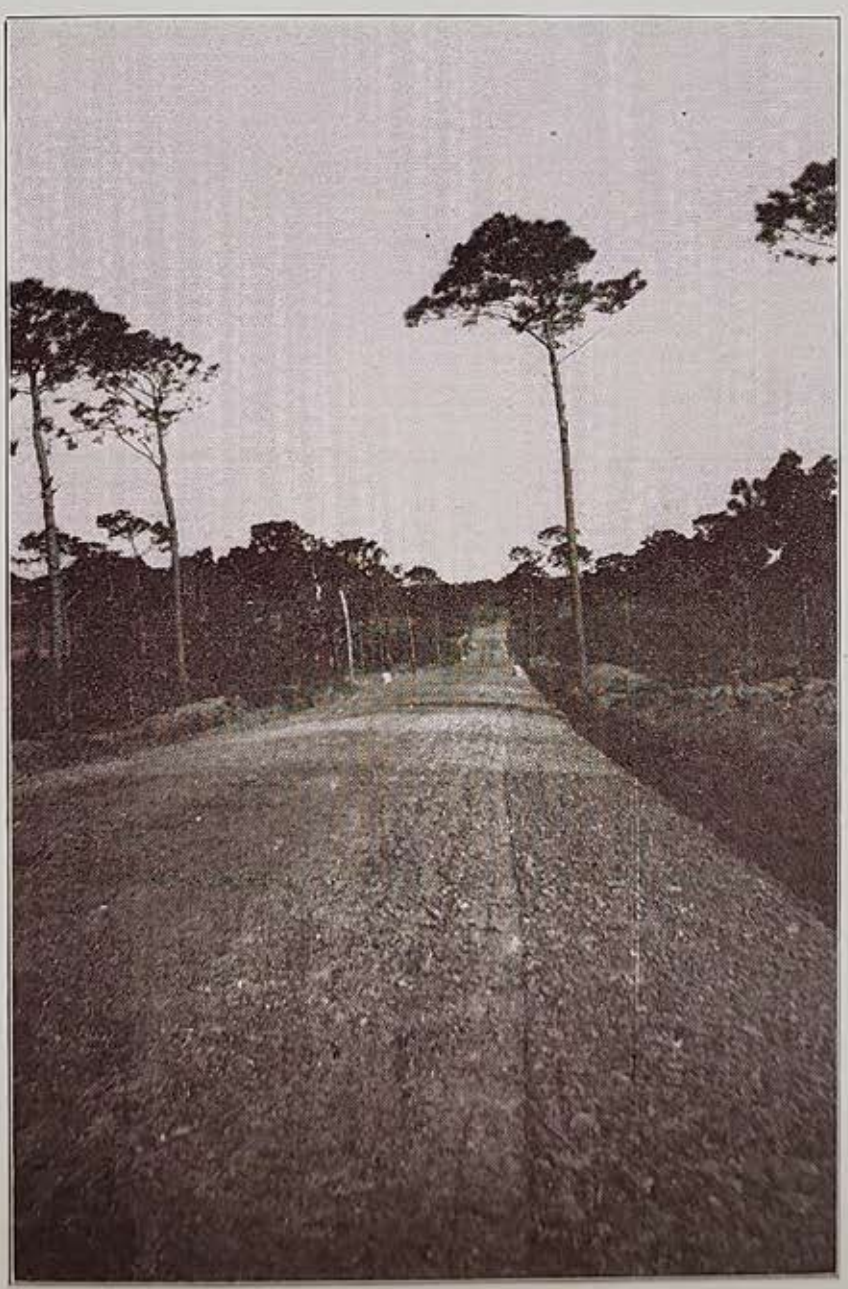
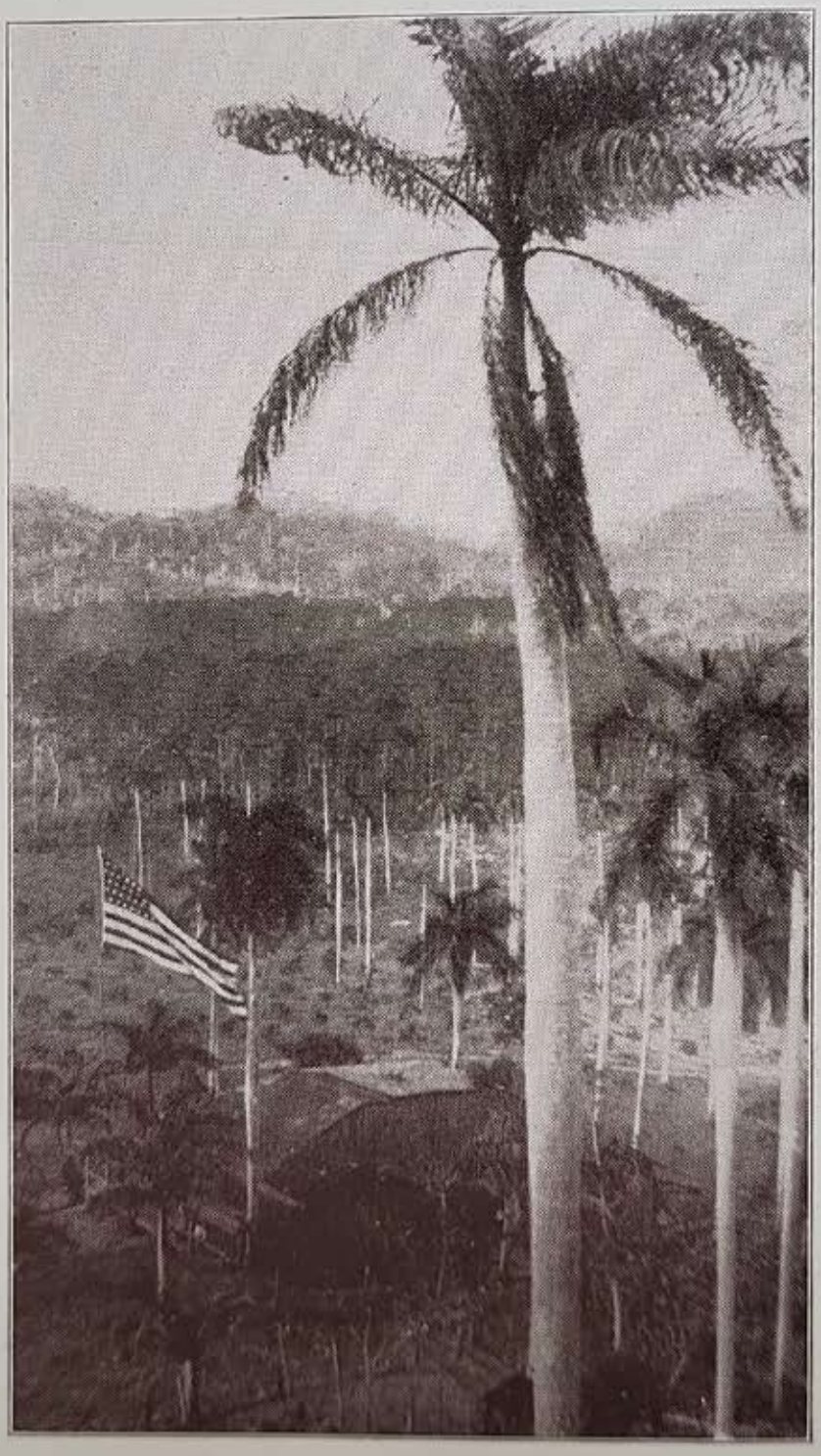
Picnic Parties are in Vogue During all Months of the Year



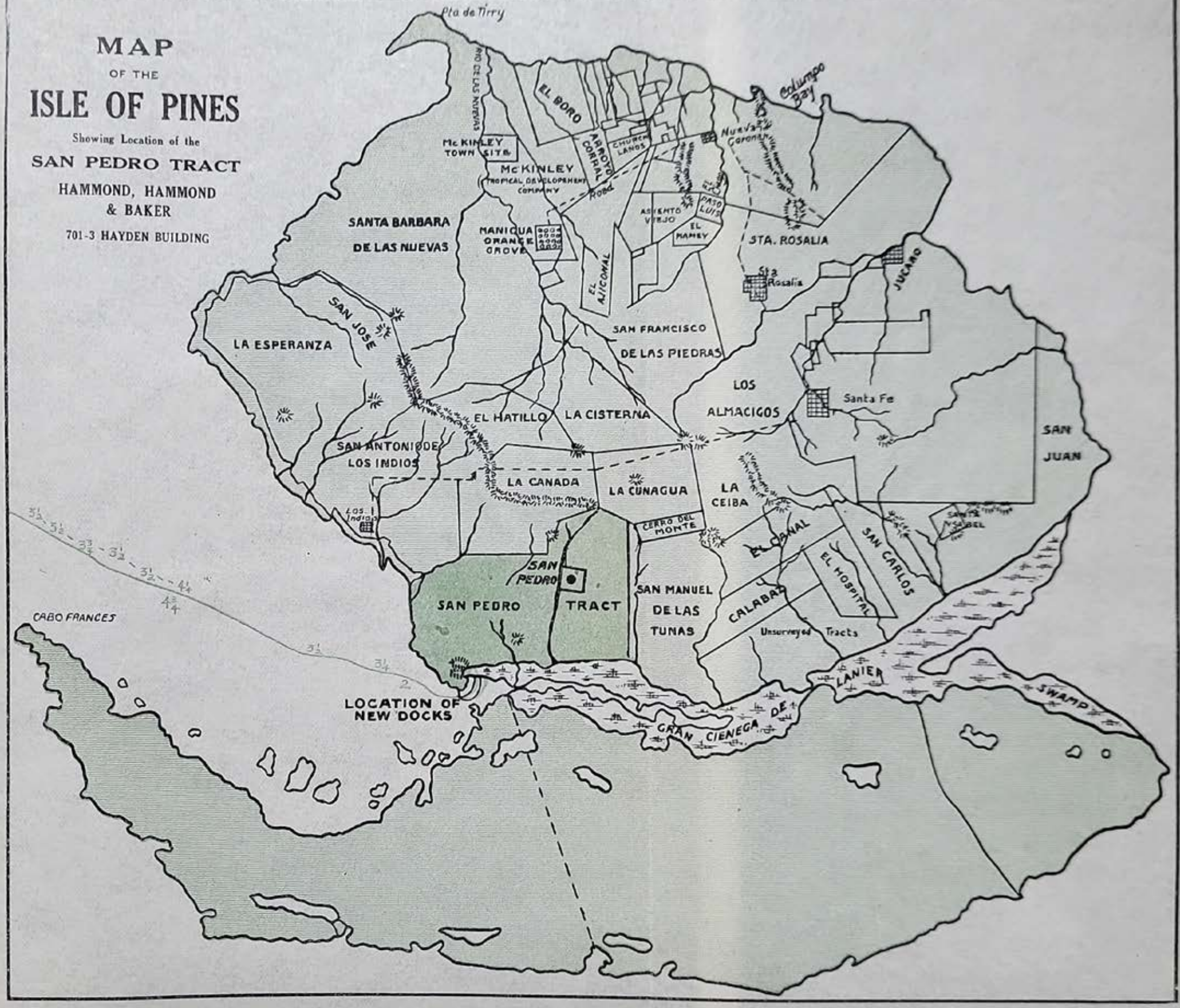
The Highways are the Pride of the Island



View of Christie Plantation, Near Santa Fe

THE LEA-MAR PRINT SHOP
37 E. SPRING ST.

MAP
OF THE
ISLE OF PINES
Showing Location of the
SAN PEDRO TRACT
HAMMOND, HAMMOND
& BAKER
701-3 HAYDEN BUILDING



SINCE JANUARY 1, 1909

IN EIGHTEEN MONTHS, we have sold over 7000 acres of land in San Pedro—have secured more than $400,000 investment in the individual purchases and development of this land—have planted about sixty individual grape fruit groves aggregating something more than 700 acres—have constructed many miles of road—have erected several homes, two small hotels and a school house—secured a saw mill, blacksmith shop, general store and postoffice—have established a modern school which is taught by a high grade, experienced teacher of the Columbus Schools, and have formed an Industrial Club of active and progressive young men who look after every interest of the Colony—firmly establishing the most active and progressive settlement on the Island.

HAMMOND, HAMMOND & BAKER

701-3 New Hayden Bldg.

Columbus, Ohio

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